

## Abstract

A method is provided for enterprise management and bundling of radio, outdoor and entertainment inventory to achieve maximum revenue on perishable products. An electronic data-mart 110 or central information storage and data processing system is established to collect influencing factors for the probability and price sensitivity of a particular advertising buyer 120. The data-mart 110 also collects business rules for inventory scaling, available inventory to sell, budget (goal) information, advertiser payment history, and station performance data to feed to a scenario planner 130. Once three or more variables exist, inventory and pricing fuzzy logic algorithms create scenario plans to present the most profitable bundle of offerings. The scenarios are typically pre-approved although presented to the local business units 150 for an abnormality failsafe. Once processed by the local business units 150, the scenarios are presented to the advertising buyer 120. Negotiations typically take place which cause for the process to restart. The main systems that interact to build these scenarios are: an enterprise data-mart 110, a scenario planner 130, a performance measure system 170, a rate or yield management subsystem 160, a traffic and accounts receivable system 180 and a similarly configured local inventory booking system 190. A business rules engine provides the local rule definitions for scaling inventory and price to provide for the most profitable combination.